

APPROVED MINUTES

Exeter Economic Development Commission

June 28, 2016

Present: Madeleine Hamel, Lizabeth MacDonald-Chair, Dan Chartrand-Selectman Rep, Ian Smith, Chris Surrette, Darren Winham- Economic Development Director.

1. **Call to order:** The meeting was called to order at 7:07 by Lizabeth MacDonald.
2. **Approve Minutes – March 8, 2016 and May 24, 2016:** A quorum was not met. The minutes were tabled until the July 26, 2016 meeting.
3. **Financial Report – Brian Lortie:** Brian Lortie was unable to attend the meeting. Financial report was tabled until the July 26, 2016 meeting.
4. **Presentation: Buxton Company Retail Services:** Darren Winham introduced Robb Miller, Director of Sales, of Buxton Company. Darren stated Karen Pollard, Rochester's Economic Developer, referred Buxton Company to him and stated Rochester has had a lot of success working with Buxton Company for the past 9 years. Robb stated that Buxton has helped Rochester fill over 150,000 sq ft of retail space. Adding for every \$1 Rochester invested in Buxton they got a return of \$91. Buxton is one of the top revenue generators in the United States. Robb started off by talking about the background of Buxton Company and retail development. Buxton is a consumer analytic company. They have helped over 3,000 retailer to make site decisions by collecting data to make site selections for retailers. Robb proceeded with a PP Presentation. Some of the highlights of the presentation were:
 - Goal on retail development
 - Background on the last 12 years working with 700 communities/municipalities
 - Location is not the determining factor for a retailer but customer focus is
 - Mitigate the risk of opening an unsuccessful store
 - Taking a data driven approach, not a wait and see approach
 - Help communities take a proactive layout for retail and implement it
 - Increase tax revenue, improve quality of life and help retain local business
 - Buxton's expertise in understanding customers utilizing their large data base
 - Attracting retail to your specific area, taking a proactive approach to market Exeter to them
 - Recruit retailers and retain business, new as well as current
 - Help the community to think like a retailer
 - How the retailer looks at a customer
 - Identify customers for retailers
 - Working with the world's largest credit card processor to access/compile transaction data. Buxton maintains data on over 120 million households
 - Implementing a plan for your roadmap to success
 - Buxton is an unbiased market validation program
 - The support Buxton has and supplies to their customer

A Q&A followed the presentation. Robb thanked the committee for the opportunity to speak. Darren stated the presentation will be on the website.

5. **Report on Master Plan Steering Committee Meeting and All Boards Meeting:** Darren Winham reported that Dave Sharples, Town Planner, is on schedule with the Master Plan updates.
6. **Economic Development Project updates (Darren Winham):** Darren stated there are some great projects going on. One project is very close and are submitting a letter to DES Commissioner to try and expedite a development on Mr. Shafmaster's property next to Northeast Lantern.
7. **Upcoming Events/Events Recap – All Boards Meeting June 15, 2016:** Darren Winham and Lizabeth MacDonald attended the All Boards meeting. Lizabeth stated the goals and projects were identified. 1) Julie Gilman, Selectwoman, suggested all the boards set up a new member info packet; 2) Julie also suggested trying to have a member from each of the boards meet in a cross pollination by going to another boards meetings with a presentation of what their board does and how it effects another board. The next meeting will be Sept 7, 2016.
8. **Economic Development Projects at other Board Meetings:**
 - Housing Committee:
 - Dan Chartrand stated Nancy Belanger, Select Board Rep and John Mueller are doing great work with fact finding and getting great data. They are moving forward.
 - Planning Board:
 - Northeast Lantern expansion is moving forward and going well
 - Zoning Board of Adjustment:
 - No update
 - Conservation Commission:
 - No update
 - Historic District Commission/Heritage Commission:
 - No update
 - Select Board:
 - CDBG (Community Development Block Grant) Gourmet Gift Baskets. Dan Chartrand stated the grant went through without a hitch

Adjournment: Lizabeth mentioned she put copies of an article on the work force housing in the state of New Hampshire. If anyone is interested she said to please take a copy. Meeting was adjourned at 8:28 p.m. The next meeting is scheduled for Tuesday, July 26, 2016 at 7:00 p.m.

Respectfully submitted by Grace Rogers